



35. Discussing core values and encouraging professional pride

Challenge

Positively stimulate employees and empower them, so that they are proud of their work. This could also be proud of the results they have achieved with their team, department or organization. Connecting these personal stories to the core values of the organization. For example, if a core value is customer focus or customer satisfaction, give the employee(s) an opportunity to share a practical story about what great results were achieved with regards to customer focus. This inspires other employees to share their core values as well. After all, integrity is also doing what you stand for as a department or organization.

Solution

According to Edgar Karssing, professional pride and integrity are closely related. He says it is about getting people to look beyond the rules and procedures to ensure situations are dealt with in a positive way. By this Karssing means: not the question 'which action is inadmissible from my position'? but ¹'which action is appropriate for my position?'. This causes professional pride to contribute to integrity.

Actors

- Board and management
- Employees in the business (first-line employees)

Techniques

Organize an election for the most impactful colleague of the past year. Let your CEO send a message via the intranet and ask who should be elected as the most inspiring colleague of the past year. Which colleague can proudly talk about his or her work situation and has been an absolute rolmodel espousing the company values best?

In the message, colleagues are asked to nominate a colleague. From all entries, for example, a top 3 will be selected by a jury. Make sure you have an independent jury. Think carefully about who should be part of this jury and what criteria to use.

¹ Professional pride and integrity; Inspire and learn with proud stories. Edgar Karssing. Yearbook Integrity 2013.



The nominees are of importance to the customers or the colleagues. For example, they have moved heaven and earth to put the customer's interests first. Or they helped colleagues with very practical matters. The behaviour of the employee is therefore in line with the core values. Or 'walk your talk'.

The stories of the top 3 will be shared on the intranet in the run-up to the announcement of the winner. The effect of telling these three stories makes employees aware again of which core values the organization stands for and why they fit so well within the organization. Let the colleagues tell their story why they think the title should go to the colleague in question. Also come up with an original memento, where a link is made with the core values (possibly with a wink) .

During a festive gathering in the company restaurant or in the hall of the company / organization, let the management announce the winner.

Role compliance professional

Minimal, can explain importance of this and offer a helping hand.